

PROMOTIONAL OPPORTUNITIES

Social Channel Offerings

Facebook, Twitter, Instagram or LinkedIn (\$25): \$25 for original post per channel, \$10 to boost the post to appear higher in audience News Feed or Timeline

Newsletter feature (\$25) featured in the bi-weekly "Social Enterprise Scene" or "Members-Only" newsletter located 3 quarters of the way down the e-mail.

Job Board Listing for Non-members (\$50 first month, \$30/month for each additional month): Listing organization must provide materials/content.

Direct Email sent to the SEA network (\$250). Sponsor designs content.

Webinar (SEA designs content (\$1,500); sponsor designs content (\$1,000/webinar))

Blog post (SEA writes and designs content (\$500); sponsor provides content (\$250))



SOCIAL ENTERPRISE ALLIANCE

PROMOTIONAL OPPORTUNITIES

Social Channel Metrics

Facebook: 15,000 followers, 300 - 1k avg. reach per post

Instagram: 1.5k - 1.7k followers, 300 - 550 avg. impressions per post

Twitter: 13,000 followers, 300 - 750 avg. reach per post

LinkedIn: 3,300 followers, 300 - 550 avg. impressions

Newsletter Feature: 17,000 subscribers, 15-35% open, 8-15% click rate

Direct Email: 9,000 subscribers, 10-15% open rate 5-10% click rate

Jobs Board: 600+ monthly pageviews

Guest Blog Post: 1,900 followers, 100-750 views for guest blogs

Webinar: 75-150 average live attendees, promoted widely by SEA across all channels (an audience upwards of 50,000), archived in SEA's webinar archive for continuous viewing.

30% for organizational members, 15% off for individual members